





Stephen Henderson

The Secret Art Fair returns to The Minories, Colchester

The Secret Art Fair is set to return to Colchester to take over the first floor of The Minories Art Gallery for a long weekend in May. Once again we plan to create an intriguing and exciting place to discover fantastic artists and to buy a refined selection of unique artwork including original paintings, sculpture, ceramics, fine art prints and jewellery. This year we also plan to invite visitors into two exclusive and curious evening events.

Brought to you by The Secret Art Society and organised by [We Create Projects Ltd](#), we specialise in producing unique exhibitions and events and delivering effective marketing and PR campaigns to make our events a success.

Last year's Secret Art Fair attracted over 1500 visitors, including a great turnout of over 250 people to the launch event.

This year we plan to open the fair for three consecutive days, Friday to Sunday, as well as hosting a private view launch event and two further ticketed events inside the art fair on Friday and Saturday nights including food & wine tasting events and concerts.

Dates: 10th - 13th Dec 2020

Location: The Minories Art Gallery, 74 High St, Colchester CO1 1UE.

theminoriesgalleries.co.uk



Clockwise from left; The Secret Art Fair 2019 / Will Claridge / Henri Villers / Andrea Wright

A medieval manuscript illumination featuring a couple in a red dress with a pattern of small, colorful circles. The couple is shown in a close embrace, with the woman's head tilted back and the man's head tilted forward, as if they are about to kiss. The background is a textured, aged parchment color. The text 'Alison Wagstaffe' is overlaid on the image in a white, serif font, enclosed in a thin white rectangular border.

Alison Wagstaffe

Sponsorship Opportunities

The Secret Art Fair is looking for Essex-based businesses who would like to become sponsors of the event.

Sponsors will benefit from a wide-reaching PR, press and marketing campaign, as well as having the opportunity to promote their business to a select audience within a unique space.

Audience Profile:

The Secret Art Fair targets the following audience:

- Essex residents (home owners) or second homers
- Educated to degree level or above
- Mid to high income individuals
- Potential business owners
- Men and women Aged 25-75
- Middle to upper classes

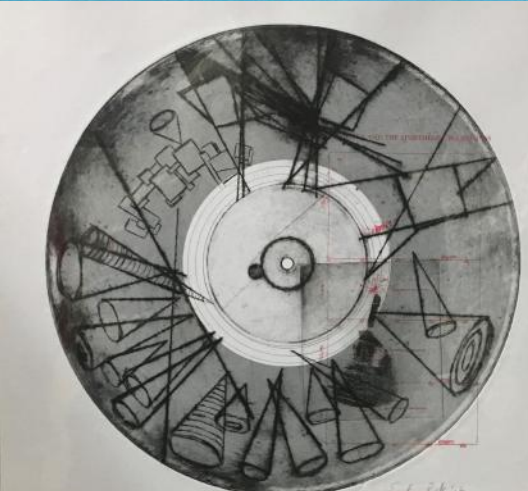


THE SECRET ART FAIR

The Minorities Art Gallery
74 High St, Colchester, Essex CO1 1UE
Saturday 2nd & Sunday 3rd March 2019
10am - 4pm
Contact Iona on
hello@wecreateprojects.co.uk
for invites to the Private View
on Friday the 1st March 6-9pm

Produced and curated by We Create Projects Ltd
for The Secret Art Society
Canapés sponsored by Flavour Room

A PLACE FOR
CURIOUS MINDS TO
DISCOVER UNIQUE
AND AFFORDABLE
CONTEMPORARY ART



Clockwise from left: The Secret Art Fair Flyer 2019 / Stephen Jordan / Alex Saunderson / Evelyn Polk



Donna Watson

How we will reach these audiences:

- Full press and PR campaign
- Printing and distributing 10k of flyers and posters to Colchester and surrounding areas
- A targeted social media marketing campaign on established networks including We Create Projects Ltd, The Secret Art Society & The Minorities Galleries
- Growing our established audiences in East Anglia.
- Cross promotion through 50+ participating, (predominantly local) artists



Clockwise from left: The Secret Art Fair 2019 / Matt Mackman / The Secret Art Fair 2019 / Gillian Plummer



Maxine Northwood

Why become a Secret Art Fair sponsor?

By associating your business to this event you will be reaching a large and select audience through a high-caliber event experience.

Sponsors will have the opportunity to gain exposure through the PR campaign as well as having a presence at the event itself.

By sponsoring this event you are also supporting the provision of high quality visual art in the area as well as the general cultural offering of Colchester as a town.

Additionally, sponsors will be helping to promote the town to visitors through positive and aspirational brand messaging.

There is a recognisable added value of sponsoring this event compared to traditional advertising, including a multi-level approach and positive brand association.



Sponsorship Deal Business:

**Exclusive business sponsor for The Secret Art Fair at The
Minories, December 2020**

£2000



Kristin Askew

The exclusive business sponsor will receive:

- Logo or company name on social media assets running throughout Facebook, Twitter and Instagram as well as 'Special Thanks' posts
- The Minorities social subscriber numbers are: Facebook 3.3k, Instagram 2.7k, Twitter 4.6k
- Other social promotions through We Create Projects Ltd and The Secret Art Society 2.2k
- Mention in direct email newsletters of The Minorities Galleries & The Secret Art Society databases 2k
- A mention in the press release (deadline 10th March) to be distributed to local press and radio
- The opportunity to generate your own publicity campaigns, press and social media marketing in association with the event
- Space to distribute printed publicity material within the art fair with an expected minimum footfall of 2000 people over 3 days
- Unlimited invitations for your employees and clients to the private view
- The opportunity to give a speech at the launch event



Sponsorship Deal Catering:

Catering sponsor to provide light canapés for 250 people at the launch event Thursday 10th December 2020

value £700



Farenc Cseh

Catering sponsors will receive:

- Logo and company name on 10k A5 flyers distributed across Colchester and the surrounding areas
- 'Special Thanks' posts on social channels
- Mention in email newsletters of The Minorities Galleries & The Secret Art Society databases 2k
- A mention in the press release (deadline 10th March) to be distributed to local press and radio
- Space to distribute printed publicity material within the art fair with an expected minimum footfall of 2000 people
- The opportunity to generate your own publicity campaigns, press and social media marketing in association with the event



Contact

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